l of 09/11/2012 3:39 PM 09/11/2012 3:24 PM Printed: Last Received: Traffic Order# Status New Ver# 1 7902797 Rep Order# EC'd Yes

Showing Buylines: All Lines

) NATIONAL MEDIA RESEARCH PLANNING Rep Firm LATERS LANE Sales Office 10/05/2012 - 10/11/2012 ALEXANDRIA, VA 22314 (P1/P2/E 155/426/3158 **§15 SLATERS LANE** Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency

KSL-TV SALT LAKE CITY

() NRCC-NATL REPUB CONG

NRCC IE 2012
3158

Advertiser Estimate# Product Station

KRISTY KOVATCH

Phone# Buyer Fax#

) WASHINGTON) JAMIE ANDRUS Salesperson (

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202-872-1155 Salesperson Phone# Salesperson FAX#

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CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
			1 1 1	1112		[
l Rating: 1.4	TODAY SHW2	9A-10A	.30	10/05-10/05	∺	\$240.00	Ħ
2 M-TH Rating: 1.4	TODAY SHW2	9A-10A	:30	10/08-10/11	Φ	\$240.00	ਧਾ
	Buyline Comment: 1/DAY						
6 Rating: 1.8	KSI 5 NWS-NOON<	12P-1P	08:	10/05-10/05	П	\$225.00	1
7 M-TH	KSL 5 NWS-NOON<	12P-1P	30	10/08-10/11	ti'	\$225.00	작
	Buyline Comment: 1/DAY						
11 Rating: 1.1	KATIE COURIC	4P-5P	30	10/05-10/05		\$300.00	H
12 M-TH	KATIE COURIC	4P-5P	30	10/08-10/11	41	\$300.00	4
· · · · · · · · · · · · · · · · · · ·	Buyline Comment: 1/DAU						
16 F Rating: 0.7	KSL 5 NW TDY 1	5A-6A	:30	10/05-10/05	1	\$75.00	г
17 M-TH Rating: 0.7	KSI 5 NW TDY 1	5A-6A	.30	10/08-10/11	ব '	\$75.00	ঘ '

Buyline Comment: 1/DAY

			Total Spots	t-1	寸	r.	ਧਾ	н	н	H	1	ত	1
2 of 3) WASHINGTON) JAMIE ANDRUS	202-872-1155	< Rate	\$425.00	\$425.00	\$950.00	\$950.00	\$185.00	\$300.00	\$225.00	\$750.00	\$750.00	\$2,200.00
09/11/2012 3:39 PM 09/11/2012 3:24 PM ues	Rep Firm Sales Office () W/ Salesperson () JAl	Salesperson Phone# 2 Salesperson FAX#	Spots/Week		ক		4	Ħ	н	П		ধ্য	н
Printed: 09/11/2 Last Received: 09/11/2 Showing Buylines: All Lines		Sale Sale	Dates	5-1	10/08-10/11	10/05-10/05	10/08-10/11	10/07-10/07	10/07-10/07	10/07-10/01	10/05-10/05	10/08-10/11	10/05-10/05
Last I Showing Bu) NATIONAL MEDIA RESEARCH PLANNING ATERS LANE ANDRIA, VA 22314 F 155/426/158	10/05/2012 - 10/11/2012	Len		0 :	08::	0 e:	:30	.30	.30 .30	1035P-1137P :30	1035P-1137P :30	035P :30
Traffic Order#	Agency () NATIONAL MEDIA 815 SLATERS LANE ALEXANDRIA, VA 22314 Agency (P1/P2)7 155(2)567158	Flight Dates 10/05/2 Hiatus Weeks	Time 	47-A3	6A-7A	7A-8A	7A-8A	7A-8A	8A-9A	42-430F	1035P-	1035P	102-10352
7902797 Ver# 1 Status New	KSL-TV SALT LAKE CITY r () NRCC-NATL REPUB CONG NRCC IE 2012	KRISTY KOVATCH	Program	KSL 5 NW IDY 2	KSL 5 NW TDY 2 Buyline Comment: 1/DAY	TODAY SHW	TODAY SHW Buyline Comment: 1/Day	N TODAY-NI	MEET PRESS-SUN	SU 4P NEWS	TONITE SHW	TONITE SHW Buyline Comment: 1/DAY	KSL 5 NWS-10<
Rep Order# 7 EC'd Yes	Station KSL-T Advertiser (Product NR(Estimate# 315;	Buyer KRI Phone# Fax#	In Day	21 Rating: 2.1	22 M-TH Rating: 2.1	26 Rating: 2.8	27 M-TH Rating: 2.8	31 SU Rating: 1.0	32 SU Rating: 1.9	33 SU Rating: 1.1	34 F Rating: 3.2	35 M-TH Rating: 3.2	39 F Rating: 6.0

			Total Spots	!				
			Tot		Ħ	п	Н	н
3 of 3) WASHINGTON) JAMIB ANDRUS	202-872-1155	Rate	\$1,800.00	\$400.00	\$1,400.00	\$800.00	\$4,500.00
09/11/2012 3:39 PM 09/11/2012 3:24 PM nes	Rep Firm Sales Office () WASI Salesperson () JAMI	Salesperson Phone# 202 Salesperson FAX#	Spots/Week	Ħ	r•l		1	п
Printed: 09/1 Last Received: 09/1 Showing Buylines: All Lines	RCH PLANNING R Si Si	ώώ	Dates 	10/06-10/06	10/05-10/05	10/05~10/05	10/07-10/07	10/07-10/07
L Showing	IA RESE/	/11/2012	ក្នុ ភព ព	:30	: 30	0e .	:30	30
Traffic Order#	Agency () NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 Agency C/P1/P2/F 154/26/3158	Hight Dates 10/05/2012 - 10/11/2012 Hiatus Weeks	Time 	10P-1035P	630 P- 7P	9P-10P	5P-615P	615P-930P
Ţ	Agency	Flight Dates Hiatus Weeks						
02797 Ver# 1 Status New	Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 3158	KRISTY KOVATCH	Program	KSL 5 NWS-10	FRIDAY GAMEDAY LIVE	DATELNE FR-NBC	FTBL NITE AMR	SNE
Rep Order# 7902797 EC'd Yes	Station KSL-TV Advertiser (Product NRCC Estimate# 3158	Buyer KRIST Phone# Fax#	Ln Day	40 SA Rating: 5.0	41 Rating: 1.7	42 Rating: 4.6	43 Rating: 2.1	44 su Rating: 6.5

-REPORT TOTALS--Report Totals: 44 / \$26,635.00

---SALES MONTHLY TOTALS---

Oct 12: 44 / \$26,635.00	on Totals: 44	Lines not sent/rcld/rtrn: 0 / \$0.00	COMPETITIVE
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%	808
KSTU	UNKN
20%	%
KSL	NSI
%	%
KJZZ	
%	%
CABL	KUCW
\$133,175	
Market Totals	

%

KTVX

null RA35+ Books